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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to all offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of each month for distribution to all offices, including those which do not have access to the electronic mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, U.S. Department of Agriculture, Room 536A, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

USDA TELECONFERENCE CENTER WANTS COMMENTS ON 'PRODUCTIVITY' VIDEOCONFERENCE

Betty Fleming, coordinator of the Teleconference Center in USDA's Office of Information, wants to know if anyone outside of Washington, D.C., downlinked the Friday, May 1, "Productivity" videoconference.

It featured the Office of Management and Budget Director Jim Miller and others from USDA.

If you downlinked the conference, Fleming would be interested in knowing what kind of site you used, who saw it at your location, and any comments you might have on the videoconference.

You can contact Betty Fleming at (202) 447-5368, or this editor, Denver Browning at (202) 447-2058; Dialcom mailbox AGR209.

UNIVERSITY OF GEORGIA IS LOOKING FOR A TV-SPECIALIST TO ANCHOR 15-MINUTE SHOW

The University of Georgia in Athens, needs a TV specialist to produce and anchor a 15-minute show. On-camera experience and production skills are a plus.

Copy of position announcement can be obtained by contacting Randall Cofer, chairman, Division of Agricultural Communication, at (404) 542-2561; Dialcom mailbox AGS603.

NOTE: Some job announcements in the hard copy version of INSIDE INFORMATION may reach you too late, but will be timely in the electronic version.

-- Editor.

FSIS SELECTS THREE NEW PUBLIC AFFAIRS SPECIALISTS FOR REGIONAL OFFICES

USDA's Food Safety and Inspection Service has selected individuals to serve as regional public affairs specialists for its offices in Alameda, California; Dallas, Texas; and Des Moines, Iowa.

"The regional public affairs specialists will assist the Public Awareness Office in Washington with consumer education outreach activities and will provide public affairs assistance to the FSIS regional directors," said Laura Fox, chief of the Public Awareness Office.

Beginning July 5, Dennis Shimkowski will be located in the Alameda office. He is currently a writer/producer with the U.S. Department of Treasury's United States-Saudi Arabian Joint Commission on Economic Cooperation in Riyadh. Prior to working for the Treasury Department, Shimkowski was a public affairs specialist with USDA's Agricultural Marketing Service information office in San Francisco and Dallas, and the Food and Nutrition Service information office in Burlington, Mass. Shimkowski's telephone will be 415-273-7402.

(more)

Yves Gerem is handling outreach activities for the southwestern part of the country from the FSIS regional office in Dallas. Since 1983, Gerem was a public affairs specialist with USDA's Food and Nutrition Service in Dallas. Prior to that, he was a public relations manager for a Texas drilling company, marketing advisor with an advertising agency, and a public information officer with the Peace Corps. In particular, Gerem will focus efforts on getting food safety information to the Hispanic community. Gerem can be reached at (214) 767-9116.

Patricia (Paddy) Kalahar brings her extensive midwest media connections to the regional public affairs position located in Des Moines. Her previous experience includes marketing director for a major regional shopping mall in Iowa, executive vice president of the Home Builders Association of Iowa, executive director of the National Balloon Championship, and director of public relations for the Iowa Credit Union League. Kalahar's telephone number is (515) 284-6300.

USDA'S TELECONFERENCE CENTER SEEMS TO BE A BARGAIN COMPARED TO OTHER 'BRANDS'

Received flyers in the mail suggesting you try "brand X" teleconference service? There are constantly more companies offering these service because, more people are finding that as far as time, money, and good communications goes, it pays to audioconference.

At the Teleconference Center in the Video & Film Division of USDA's Office of Information, the basic rate is \$60 per hour for 10 lines for a call-in conference. You are given a phone number, and all your participants call in. If you want the Center to call out for you, there is an additional charge of \$18 per hour per line (FTS) (this does not include local calls which are free). For this investment, you get operator assistance and monitoring/trouble shooting throughout the conference. The operator can tape your conferences, and you can use a conference room if you need it.

How does USDA compare to "brand X's?" Let's compare:

1. Alternate government service: For a sample 15-site national conference, the cost is \$216. You save \$132 if you use the USDA Teleconference Center's call-in service which costs \$84 for the same conference; but with much more operator assistance.

2. Telephone Company (Dial 9 option): For the same sample conference, the cost is \$240.13 -- \$156.13 higher than USDA.

3. New, Automatic Push Button Phone System: This system sounds so easy. Just you and your push button phone. You get the 15 caller (an example) on line, one by one, hopefully without technical "snafus" or too much waiting on anyone's part. And all the cost goes on a phone bill "somewhere." You don't pay it. What do you care. Right? Wrong. Your agency pays it! And, the cost for the sample 15-site conference is \$467. You could save \$383 by using the call-in USDA Teleconference Center service.

4. Commercial Bridging Services (operator assisted throughout): These services are charging \$20-21 per line per hour now, with an additional charge of \$28-35 per phone call-out, if you need a call-out. Cost for the same sample conference with them, on a call-in basis, is \$300 -- \$196 more than USDA, getting the same high-quality, professional service that Fortune 500 companies use, or perhaps better!

(more)

So, next time, that attractive, full-color brochure or enticing letter from an advertiser ("brand X") hits your desk, read it carefully. Compare costs and be a good shopper. After all, you are spending tax dollars, so if you can get more and better service for less money why not take advantage of it.

For more information, call Betty Fleming, USDA Teleconference Center, at (202) 447-5368. To schedule a conference, call Dave Smyth at (202) 447-2029 or Flora Brown at (202) 447-5831.

INTERNATIONAL IRRIGATION MANAGEMENT INSTITUTE SEEKS EDITOR/WRITER

The International Irrigation Management Institute (IIMI) in Sri Lanka is looking for an editor/writer for its headquarters near Kandy, Sri Lanka. Duties will include the major editing and preparation of IIMI publications, and participation in other information, research, and professional development programs.

Applicants should have 3-5 years of editing experience in ag development, have previously lived in a developing country, be bilingual, and have experience in working with people of various nationalities.

IIMI is particularly interested in receiving applications from females.

IIMI is a nonprofit organization that conducts research, provides professional development training, and facilitates information exchange concerned with the management and performance of irrigation systems in developing countries.

Send applications to: The Director General, International Recruitment, International Irrigation Management Institute, Digana Village via Kandy, Sri Lanka.

CHARLES VALENTINE RILEY MEMORIAL PRIZE WILL BE PRESENTED IN OCTOBER

The Charles Valentine Riley Memorial Foundation announces the Charles Valentine Riley Memorial Prize will be presented in October, in Washington, D.C., at the National Agricultural Forum.

The award, \$25,000 and the C.V. Riley Medal, is presented to recognize and encourage innovative activities in agriculture, forestry, and/or health of the environment.

Nominations may be made by individuals, peers, scientific and professional societies, and public or private organizations. A one-page, single-spaced statement outlining why the nominee should receive this prize should be sent to the Executive Director by June 15.

For further information, contact: David Chancey, Executive Director, Charles Valentine Riley Memorial Foundation, 25 West 43rd Street, Suite 907, New York, NY 10036. Telephone: (212) 869-8639.

DIALCOM, INC. CELEBRATES ANNIVERSARY AND OPENING OF NEW WORLD HEADQUARTERS

Dialcom, Inc., a leading international provider of commercial electronic mail and information services, celebrated its first year anniversary as a U.S. subsidiary of British telecom at the formal opening of its new world headquarters in Rockville, Maryland.

Activities included a dedication ceremony, news conference, tours of the new data center, and demonstrations, including Princess Alexandra who exchanged electronic mail messages with Buckingham Palace.

Founded in 1970, Dialcom, Inc., is a wholly-owned subsidiary of British Telecom, offering worldwide electronic messaging and information. Its services are accessible though U.S. and international public data networks, with 250,000 user mailboxes worldwide.

Stan Prochaska, chief of the Special Programs Division in USDA's Office of Information, and Charlotte Travieso, management systems staff leader in USDA's Extension Service, were among the invited guests.

USDA AGENCY REPRESENTATIVES UNDERTAKE 'JUST SAY NO' CAMPAIGN AGAINST DRUGS

In a nationwide program, started by President and Mrs. Reagan, to curb the use of illegal substances, USDA is doing its part by planning initiatives to get the word out that everyone should "just say no!"

On March 20, representatives from each USDA agency met to discuss how they best could get the word out. Under the direction of Assistant Secretary John Bode, the group was given a brief presentation by Deputy Secretary Peter Myers and Assistant Secretary John Franke.

After discussions and questions, each agency contact was assigned the task of creating an "agency action plan." The first draft of these plans was due on April 3, and a final draft due on May 15.

Some time this fall, USDA will sponsor a "Just Say No" Day, with displays and a press conference in the USDA Administration Building Patio. A highlight may be the attendance of Mrs. Reagan.

USDA's "Just Say No" Initiative should have an affect on all employees in helping to defeat the illegal and abusive use of drugs by getting the word out to: "Just Say No!"

UNIVERSITY OF IDAHO, BOISE, HAS AN OPENING FOR A COMMUNICATIONS SPECIALIST

The University of Idaho's Agricultural Communications Center has an opening for a Communications Specialist: Electronic Media. The person will work with faculty in the production of communications projects for the college with the majority of the work being focused in the area of instructional video and television news.

The position will be located at the University of Idaho's Boise Center, and is an exempt, non-faculty position with a salary in the low twenties. A master's degree plus two to three years relevant experience is required.

The closing date is June 30, 1987 and the position will be filled as soon as possible after July 1. For a copy of the position announcement, respond to Scott V. Fedale at AGS706.

EMPLOYEES CELEBRATE THE U.S. DEPARTMENT OF AGRICULTURE'S 125TH BIRTHDAY

May 15, marked the 125th birthday of the U.S. Department of Agriculture. The celebration included a program in the Jefferson Auditorium, where several USDA employees were recognized for 50 years service. Special remarks were presented by Secretary Lyng, Senator Dole (KS), and Congressman Whitten (MS). Congressman Pat Roberts (KS) and former Secretaries of Agriculture Freeman, Bergland and Block also were present.

A reception was held in USDA's Patio with birthday cake for all employees and a pictorial exhibit of the National Agricultural Library from 1862 to 1987.

On May 15, 1862, President Abraham Lincoln signed a law establishing "a Department of Agriculture to acquire and diffuse among the people of the United States useful information on subjects connected with agriculture." Lincoln dubbed the new Federal agency "the People's Department."

USDA'S KATE ALFRIEND COMPLETES HER ANNUAL VISIT TO NEW YORK MAGAZINE EDITORS

Kate Alfrend, magazine liaison with the News Division of USDA's Office of Information, laden down with "tons" of information and materials for magazine editors, made her annual trek to New York recently.

Alfrend met with about 60 editors and writers from 35 national magazines, giving each a press kit with 25 items including background material, story ideas, new publications, contact lists, Smokey Bear posters, and Woodsy Owl items (which she says they loved!). Garden editors got new plants from USDA's Agricultural Research Service at Beltsville, Md., and the National Arboretum in Washington, D.C.

Of her 10 years of New York magazine trips, Alfrend says this was one of the most successful. She has already received 305 requests for additional materials and help, and WOMAN'S DAY is planning a story on a farm family that survived bankruptcy.

GPO'S SUPDOCS TO REPRINT SECTIONS OF THE COMPOSITION OF FOOD SERIES

The U.S. Government Printing Office's Superintendent of Documents (SupDocs) will reprint six sections of the "Composition of Foods" series which will be available for sale.

SupDocs staff met with Frank Samay and Ed Poe, of the Publishing Division in USDA's Office of Information; and Laura Sims, Betty Peterkin, and Johna Pierce, of USDA's Human Nutrition Information Service. The purpose of the meeting was to induce SupDocs to continue selling various HNIS publications.

HNIS and SupDocs will design a brochure to be sent to selected media and professional groups to promote HNIS publications.

APHIS VIDEOTAPE, COMPLETED BY USDA'S VIDEO AND FILM DIVISION, IS SUCCESSFUL

"Integrated Pest Management: A Chance for the Future," a 20-minute videotape was recently completed by the Video and Film Division of USDA's Office of Information, for USDA's Animal and Plant Health Inspection Service (APHIS).

Approved by APHIS Administrator Bert Hawkins, and Assistant Secretary Kenneth Gilles, the tape was shown to regional directors who are anxious to get copies for use in their areas.

Based on the success of the tape so far, APHIS is now working on a distribution plan. For further information contact: John Kucharski, APHIS Information, at (301) 436-5909.

TVA PUBLISHES NEW BROCHURE ON CONSERVATION PROVISIONS OF THE 1985 FARM LAW

"Time Is Running Out--" is the title of a new brochure, published by the Tennessee Valley Authority in cooperation with USDA and the National Wildlife Federation's Corporate Conservation Council.

The booklet, designed to help farmers and ranchers to protect the nation's soil and water resources, highlights the conservation provisions of the 1985 Farm Security Act.

For the first time, a farmer's conservation activity is linked to his or her eligibility to receive USDA farm program benefits. The pamphlet summarizes the provisions of the 1985 farm bill that are responsible for the new approach: (1) Swampbuster, (2) sodbuster, (3) conservation compliance, and (4) conservation reserve.

USDA Soil Conservation Service information staff members--Kathy Gugulis, Chris Lozos and Diana Morris--and Bill Whyte, with Special Programs Division of USDA's Office of Information, worked with Joan Habib of TVA in developing the pamphlet.

The sponsors of the brochure, and a stand-up display poster, are hoping for very wide distribution.

Anyone interested in getting a copy of "Time is Running Out--" should contact Diana Morris, Soil Conservation Service, USDA, Washington, DC 20250, or call 447-5974.

INFORMATION OFFICERS OF SOUTHERN STATE DEPARTMENTS OF AGRICULTURE HOLD MEETING

The Southern Association of Information Officers of State Departments of Agriculture will hold its annual meeting and workshops in Raleigh, N.C., May 31 to June 3.

June Brotherton, public affairs director for the North Carolina Department of Agriculture and president of SAIOSDA, is hosting the annual meeting.

Communication topics to be discussed are advanced media management techniques, writing speeches audiences will remember and marketing to fit the market.

Several agricultural issues will be addressed, including conservation compliance in the South, present and upcoming agricultural pesticide issues, migrant labor issues, aquaculture as an alternative to alternative crops, how North Carolina's farmers are meeting the "farm crisis," and report on the 1986 Commission on the Future of the South.
